



United Nations  
Educational, Scientific and  
Cultural Organization



Designated  
UNESCO Creative City  
in 2015

# KINGSTON

**CREATIVE CITY OF MUSIC**

MEMBERSHIP MONITORING REPORT 2015 - 2019



United Nations  
Educational, Scientific and  
Cultural Organization



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UNESCO Creative City  
in 2015

# KINGSTON

Kingston was designated a UNESCO Creative City of Music in December 2015 and this was an important catalytic moment in the development of the city its infrastructure, cultural assets, including regulatory framework and venues.

This designation has stimulated investment in the city's historic downtown area which is considered central to the six genres of music and sound system culture created in Kingston. The following report reflects the work done by the city within the last four years between December 2015-December 2019.

## THE REGGAE MUSIC OF JAMAICA INSCRIBED ON UNESCO REPRESENTATIVE LIST OF INTANGIBLE CULTURAL HERITAGE

Reggae Music of Jamaica plays a significant role in advancing the human rights dialogue in Jamaica and communities worldwide. An integral part of the music is its social commentary.

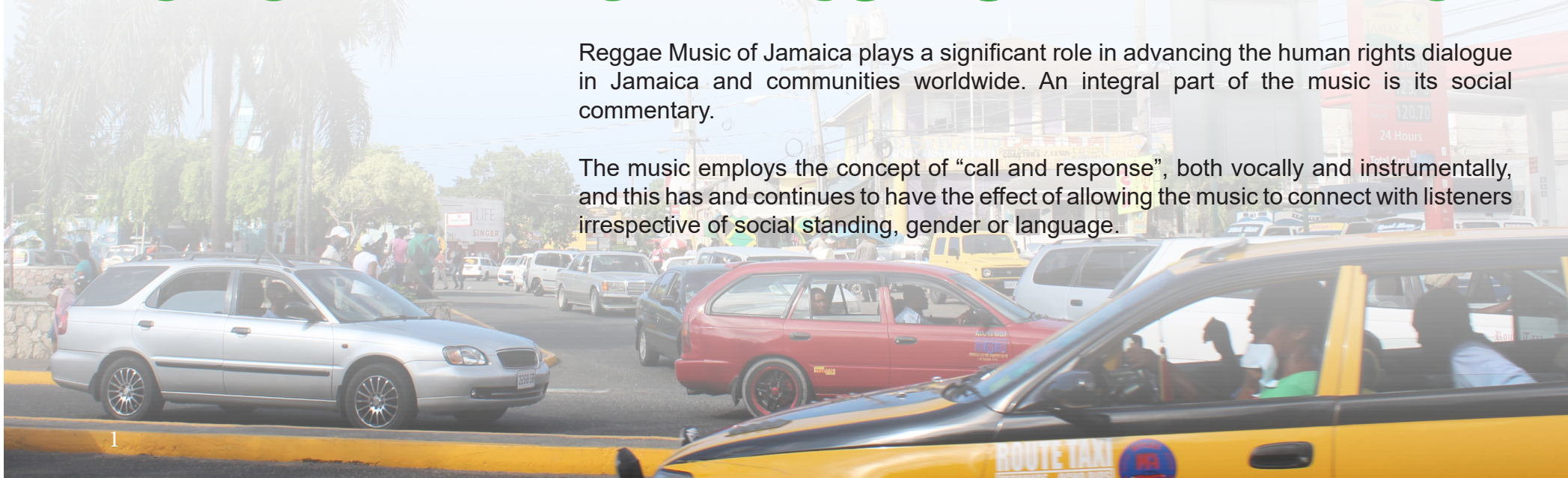
The music employs the concept of "call and response", both vocally and instrumentally, and this has and continues to have the effect of allowing the music to connect with listeners irrespective of social standing, gender or language.

## EXECUTIVE SUMMARY

Kingston is a world renowned center of musical excellence as the birthplace of the Sounds of Jamaica – Mento | Ska | Rock Steady | Dub | Reggae | Dancehall | Sound System – and the associated Sound Sytem around which the musical careers of music legends such as Bob Marley, Peter Tosh, Jimmy Cliff, Dennis Brown, Toots & the Maytals, Buju Banton and many others were spawned. Music is at the core of Kingston's creative spirit and culture. As a creative mecca, Kingston has had and continues to have, great impact on the global music scene. The city offers its residents and visitors, the opportunity to learn, create, and enjoy music in a myriad of ways.

As a global music producer, Kingston has among the highest number of music recording studios per capita in the world. Jamaica's unique sound system culture which is integral to the history, development, promotion and internationalization of Jamaican music, is at the heart of the city's nightly experience in dance sessions. A variety of music events including live music and weekly dances, support the city's 365 day calendar of entertainment. Kingston hosts international annual events and festivals such as Reggae Month, Grand Gala Emancipence Celebrations, International Reggae Day, carnival events, music themed art exhibits, film screenings and conferences geared to the industry.

Kingston offers music related education and training opportunities from the island's oldest music programme at the legendary Alpha Boys Institute to the Heart Trust/Vocational Training Development Institute. Kingston's tertiary institutions, the University of the West Indies (UWI), the University of Technology Jamaica (UTECH) and the Edna Manley College of the Visual and Performing Arts, all offer music/entertainment related programmes and courses including music and performance studies, intellectual property law, event production and brand marketing.



# GENERAL INFORMATION

Name of the city  
**KINGSTON**

Country  
**JAMAICA**

Date of submission of the current report  
**APRIL 2020**

Entity responsible for the report  
**MINISTRY OF CULTURE, GENDER, ENTERTAINMENT & SPORT**

Creative field of designation  
**MUSIC**

Date of designation  
**DECEMBER 2015**

Previous reports submitted and dates  
**NONE**



## Focal points of contact, including:

- The designated focal point in charge of the daily management of the designation;

**Gillian Wilkinson McDaniel**  
Ministry of Culture, Gender, Entertainment & Sport  
4-6 Trafalgar Road  
Kingston 5, Jamaica

Email: [creativecitykingston@gmail.com](mailto:creativecitykingston@gmail.com)  
Tel: (876) 978-7654

- Whenever the designated focal point does not work directly within the city government, include the contact details of the officer in charge within the city government who will serve as a liaison

**Robert Hill**  
Kingston & St. Andrew Municipal Corporation  
24 Church Street  
Kingston

Email: [thetownclerk@gmail.com](mailto:thetownclerk@gmail.com)  
Tel: (876) 967-4195

# CONTRIBUTION TO THE NETWORK'S GLOBAL MANAGEMENT



Kingston has been an active member of the UNESCO Creative Cities Network (UCCN), attending all annual meetings since its designation, participating in technical and cultural exchanges with member cities and facilitating workshops and speaking opportunities around music.

**Number of UCCN annual meetings attended** total four meetings in the last four years Enghien les Bain, 2016; Ostersund 2017; Katowice/Krakow, 2018; Fabriano, 2019 (please note that a regular participation in these meetings is compulsory).

• **2019 – Annual Meeting Fabriano, Italy**

• **2018 - Annual Meeting Krakow & Katowice;** Kingston's representative was a panelist on the Annual Conference and moderated Measuring the Immeasurable led by UNESCO at the 12th Annual meeting - panel focused on mapping cultural statistics and data gathering around culture's role in municipal, regional and national economies

• **2017 - Annual Meeting Enghien Les Bain, France;** Kingston's representative presented the Final Conclusions for the meeting

• **2016 - Ostersund, Sweden ;** Kingston's representative was a panellist at the Valuing and Evaluating Creativity conference held in conjunction with the Annual Meeting at Mid Sweden University in September 2016 presenting on the topic 'Strategising for Sustainable Development Through Creative Industries – the Case of Jamaican Music'

## Hosting of a UCCN annual meeting and dates:

No annual meeting hosted

## Hosting of a working or coordination meeting addressed to one or more specific UCCN creative field representatives:

Kingston hosted the 2018 Music Subnetwork meeting during the annual Reggae Month celebrations in February. Kingston hosted ten (10) cites from three continents.

## Hosting of an international conference or meeting on specific issues salient to the Creative Cities with a large participation of members of the Network:

Kingston hosted the Imagine Kingston Conference in 2018 with the University of the West Indies and the Institute of Jamaica. This was a multi-disciplinary approach to urban planning especially around architecture, tourism development and utilising creative assets. Members of the Network participated in a panel discussion on the creative cities as drivers of development at the Annual Bob Marley lecture which was held at the University of the West Indies, Mona Campus.

## Financial and/or in-kind support provided to UNESCO's Secretariat in order to ensure the management, communication and visibility of the UCCN (type of contribution, estimated value, main objectives, and dates):

- Contributions to the Regular Budget  
US \$53,782.00
- Contributions to the Intangible Cultural Heritage Fund  
US \$253.00
- Contribution to the World Heritage Fund  
US \$273.00
- Contribution to International Fund for Cultural Diversity  
US \$253.00
- Total contribution by Jamaica up to April 2019  
US\$ 54,561.00

# MEMBERSHIP OF THE STEERING GROUP AND PERIOD

Jamaica currently sits on the following UNESCO governing bodies:

- **Executive Board**  
Term Expires 2021

- Chair of Conventions and Recommendations Committee
- Member of Finance and Administrative Commission
- Member of Programme and External Relations Commission
- Non-Governmental Partners Committee

- **Intergovernmental Council for the Information for All Programmes**  
Term expires in 2021

- Other intergovernmental organs
- Member of the Intergovernmental Oceanographic Commission

- **Member of the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage**  
Term expires: 2022

- **Councils of UNESCO's Institutes and Centres**

- Member of Governing Board of the UNESCO Institute for Lifelong Learning (former UNESCO Institute for Education, UIE)
- Member of the International Civil Service Commission

Participation in the evaluation of applications (number of applications evaluated per year):

Kingston evaluated 10 applications (5 in 2019 | 3 in 2018 | 2 in 2017)

**Beres Hammond**

**Jah 9**

## MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCN

(i) Please summarize the main initiatives, partnerships, measures and policies implemented to achieve the objectives of the UCCN, as detailed in its Mission Statement, during the last four years paying special attention to the impact of the designation in:

- making creativity an essential component of urban development, notably through partnerships involving the public and private sectors and civil society;

- improving access to and participation in cultural life as well as the enjoyment of cultural goods and services, notably for marginalized or vulnerable groups and individuals

Jamaica's four year plan was citizen focused to ensure that Kingston's residents as the primary creators, would benefit the most. The interventions notably for marginalized or vulnerable groups and individuals, were intended to improve access to and participation in cultural life, as well as the enjoyment of cultural goods and services.

In this regard, interventions considered those citizens central to the creative value chain as producers, promoters and consumers of the creative process. The Kingston Creative City Committee/Ministry of Culture formed a partnership with the Edna Manley College of the Visual and Performing Arts to have visual art students produce murals in communities that were experiencing violence which resulted in those communities being under a State of Emergency. Murals were completed on the walls of the Mt. Salem Primary School in

Montego Bay in December 2017 and also in the West Kingston area in September 2018.

- Collaboration with Masters in Residence (MIR) Programme  
The Creative Cities committee was involved with the University of Technology (UTECH) led FiWi Jamaica programme, in particular the MIR programme that used music as a catalyst for social change especially in marginalized communities.

- Kingston Creative City African Caribbean Institute of Jamaica Oral History project that originated during 2017/18 as a way of memorializing the work of musicians who died during the period including Hedley Jones, Prince Buster among others. The film project sought to capture via interviews, the life and times of aging musicians for posterity.

- Urban Development Corporation/ Caribbean School of Architecture Music Museum Student Presentations  
The Creative City committee through the representation of the UDC on the committee involved the Caribbean School of Architecture in brainstorming redevelopment plans for the city. Designs for a music museum was a final year project for 4th year students that yielded wide-ranging implementable designs.

- 3rd UNWTO/UNESCO World conference on Tourism and Culture Presentation by Kingston Representative on Creative Cities



**Freddie McGregor**

The Mural Project spearheaded by the Municipality of Kingston in partnership with the Embassy of Mexico in Jamaica and the Ministry of Culture, resulted in internationally renowned muralist, Irving Cano Gomez painting the city's first interpretive wall art on Temple Lane in Downtown Kingston. The mural is a fusion of Jamaican and Mexican musical icons and bold imagery. Mr. Gomez also facilitated workshops with students at the Edna Manley College of the Visual and Performing Arts. This cultural tourism project aims to use art to beautify the community, attract visitors from outside of the community and create enterprise opportunities for community residents.

The Ministry of Culture also partnered with the British Council on the Windrush Mural Project to commemorate Caribbean migrants who left during the 1940s-50s, including those who went on to influence the spread of Jamaican music in the UK. The initial wave of migrants, mostly Jamaicans, became known as the "Windrush Generation". The project featured five Jamaican artists including Downtown Kingston muralists and one artist from the United Kingdom.



*Mayor's Kingston cruise*

***(ii) Strengthening the creation, production, distribution and enjoyment of cultural goods and services and fostering the creative economy;***

The Ministry of Culture, since the designation, established an official Sponsorship Committee that over the past three years has spent J\$50 Million dollars in an effort to support creative and entertainment events, sponsor exchanges with other countries including Network cities and provide scholarship funds to students who are pursuing the Arts.

***(iii) Improving access to and participation in cultural life as well as the enjoyment of cultural goods and services, notably for marginalized or vulnerable groups and individuals, including women and youth;***

Arts in the Park is a programme that was conceptualized by the Ministry to ensure that Jamaicans can enjoy the arts (music, dance, fashion, visual arts) in green spaces within the city. This programme specifically targets young and emerging artistes to afford them local and international exposure to agents, publicists and scholarship scouts invited to attend the various showcase events in order to make meaningful links with the emerging talent. In May 2017, the Visual Arts Edition of Arts in the Park was held and featured the works of visual artists including international visual artist Ebony Patterson and artists from the Edna Manley College of the Visual and Performing Arts. Fashion and music showcases were also featured and one of the main music acts presented was later selected to participate in a music exchange programme hosted in Bali in February 2020. Another featured performer, dancer/choreographer Renee McDonald, was subsequently featured in the American Ballet Theatre and is now studying in Madrid, Spain. Featured music

artiste Chronixx was subsequently nominated for a Grammy in 2018 for his 'Chronology' album as was Protege, another featured artiste from the Arts in the Park (Music Edition), nominated for a Grammy in 2019 for his 'A Matter of Time' album.

Between 2017-2020 certain communities in Kingston (and Montego Bay the second city), have experienced escalating levels of crime and violence. The Ministry of Culture in collaboration with the Ministries of Tourism and the Ministry of National Security, have coordinated special Entertainment Days to foster social inclusion in areas wracked by violence. During these sessions, the Ministries and their agencies took the opportunity to provide reproductive health, sports for peace and wellness information to youth ages 4-25 years. The programme also included skills training and certification led by the Tourism Product Development Company, a key partner.

***(iv) Developing hubs of creativity and innovation and broadening opportunities for creators and professionals in the cultural sector;***

Spawned around the Imagine Kingston conference at the University of the West Indies, the non-profit organization Kingston Creative was formed in 2017 after the UNESCO designation of Kingston as a Creative City of Music to bring together groups of creatives within the Downtown Kingston area. The Kingston and St. Andrew Municipality and the Ministry of Culture served as informal incubators for the organisation and have partnered to support Kingston Creative in its efforts to enliven the cityscape. Other non-profits that the Ministry and the City have supported include Sounds and Pressure - who began the first music walking

tours in the Downtown Kingston area prior to the designation and erected signs along Kingston's historic "Beat Street" and Trench Town Culture Yard. The Ministry has endorsed the efforts of these non profit organisations as well as provided execution support through the cultural agencies within the Ministry's purview for exhibitions, art walks, fashion showcases, all with music as their foundation.

***(v) Integrating culture and creativity into local development strategies and plans;***

Since the designation of Kingston as a UNESCO Creative City of Music, the municipality has earnestly activated plans for the redevelopment of the Downtown Kingston waterfront which plays host to many music events.

**Festival Marketplace:** In 2018, the city in partnership with the government's development arm, the Urban Development Corporation (UDC), began the restoration of the historic Victoria Pier.

**Fort Rocky:** Having completed work on the Festival Marketplace, contemplated as a site for multiple uses including small shows in 2015, the UDC spearheaded the development of the city's first Entertainment Zone at the historic Fort Rocky, integrating urban development and culture. Phase I completion of historic Port Royal's Old Coal Wharf infrastructure development project includes a facility and space for cultural and entertainment events on non-ship days. In consultation with the Jamaica National Heritage Trust an agency within the Ministry of Culture, this development incorporates the city's creative culture while respecting the integrity of historic Port Royal as a UNESCO World Heritage Site.



**Dean Frazer**



Chronixx

National Heroes Park: The development of the new Parliament building includes plans to convert 50 acres of Kingston's second largest public space into a Parliament complex. Formerly known as Kingston Race Course, the park has been in use since 1783. Best known as the site for the Great Exhibition of 1891 and burial ground of former Prime Ministers and Jamaica's most prominent cultural icons, the vision is to extend the usable space within Heroes Park to serve as a place of recreation. A public charette was held and the project is a key component of a master plan to redevelop Downtown Kingston. This plan includes the creation of a Music Walk of Fame recognizing Jamaica's music icons (some of whom are buried in Heroes Park) as well as a purpose-built stage to accommodate large concerts. The objective is enhanced access to and participation in cultural life as well as enjoyment of cultural goods for locals and visitors.

*(vi) improving awareness-raising on the UCCN and the role of culture and creativity in sustainable urban development and supporting research and analysis in this particular field.*

- Imagine Kingston Conference (2017) (which was listed as UNESCO-CC best practice )
- Global Reggae Conference, UWI (2017,2019)
- Bob Marley Lecture
- Grounation annual lecture/discussion series held at the Institute of Jamaica during Reggae Month
- International Jazz Day
- Jamaica Music Conference

*Please present only the major initiatives undertaken over the last four years in order to implement part or all of the UCCN objectives. It is recommended*

*to follow a result-based approach as the reports should focus as much as possible on the outputs and impacts of the initiatives presented.*

*Please provide in the Annex, updated data and statistics on the contribution of local cultural industries to the sustainable development of the city (contribution to GDP, employment, cultural participation, public expenditure on culture, etc) and/or the impact of the designation at the local level and/or urban creativity indexes or indicators. Research in these areas is particularly encouraged for sharing and peer-learning within the Network.*

In the absence of a Culture Satellite Accounts to properly map the contribution of music and culture to GDP, the city of Kingston via the Ministry of Culture, has been working with the Ministry of Culture in Colombia to establish via the Organisation of America States (OAS), similar mechanisms for measuring cultural statistics in the English speaking Caribbean as is customary in Latin American cities such as Bogota and Medellin. Bogota has been particularly helpful in this regard. Through this collaboration the Andres Bello methodology, is now being translated by the OAS into English to facilitate a framework for robust statistical mapping in the English speaking Caribbean.



41 Fleet Street



Lila Iké



Ward Theatre

## MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY COOPERATION TO ACHIEVE THE OBJECTIVES OF THE UCCN



Notis Heavyweight, Rockaz, Colah Colah & Peace Development Crew with Mayor Hermann at the Hannover Town Hall

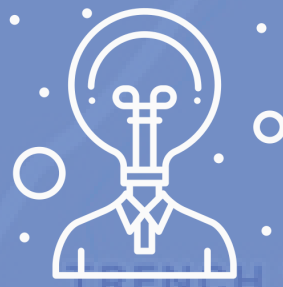
*Please summarize the main initiatives, partnerships, projects, exchange programmes, measures and/or studies implemented in collaboration with one or more UNESCO Creative Cities to fulfil the objectives of the UCCN, as detailed in its Mission Statement, during the last four years.*

- The Culture Satellite Accounts project between the Ministry of Culture of Colombia and that of the Ministry of Culture Jamaica initiated through collaboration between the cities of Kingston and Bogota which is currently being actioned under the rubric of Colombia-Jamaica Joint Commission ( a bilateral agreement);

- Three cultural exchanges between the cities of Bogota and Kingston in celebration of the International Decade of People of African Descent (2016); Hannover and Kingston (2018) and (2019) as part of a band exchange programme initiated within the Sub-network at the Kingston Subnetwork meeting in 2018.

-The 2017 Imagine Kingston: A Conference on the Regeneration of the city spearheaded by the University of the West Indies Mona campus, the Institute of Jamaica/Jamaica Music Museum and the Ministry of Culture.

*Please present only the major initiatives undertaken during that period in order to implement part or all of the UCCN objectives presented above following a result-based approach. Indeed, the reports should focus as much as possible on the outputs and impacts of the international cooperation initiatives between local communities across creative cities.*



## PROPOSED ACTION PLAN FOR THE FORTHCOMING MID-TERM PERIOD OF FOUR YEARS

*Please present a medium-term action plan for the forthcoming four years describing the main initiatives that the city commits to undertake, within the framework of its designation, to achieve the Network's objectives: using creativity as a driver for sustainable urban development.*

*The proposed initiatives must correspond to the objectives and areas of action contained in the Creative Cities Network Mission Statement. The action plan and proposed initiatives should be realistic, coherent and feasible.*

*Presentation of a maximum of three initiatives, programmes or projects aimed at achieving the objectives of the Network locally*

Complete the designation and buildout of 4 Entertainment zones to allow for greater access to culture and entertainment activities to be hosted across the island as the paucity of venues is a major issue given the average of 20,000 events held on the island each year.

*These 3 medium term projects presented in the 2015 mid term Action Plan that remain in varying stages of completion have been maintained as priorities:*

Ward Theatre - also contemplated is Phase II renovation of the 750 seat Ward Theatre at a cost of J\$300M. The City of Kingston in the previous 4 years complete Phase I of the renovations including a new central air conditioning and ventilation system and new

seats for the entire theatre. Phase II will see work being done to the stage area, widening of the orchestra pit, and fly system.

National Heroes Park: This park consists of 50 acres and is Kingston's 2nd largest public space. Formerly known as Kingston race track, the park has been in use since 1783 and is in need of re-development. Currently best known as the burial grounds of former Prime Ministers and Jamaica's most prominent cultural icons, the vision is to extend the usable space within the national park to serve as a place of recreation. The plan includes the creation of a Music Walk of Fame recognizing Jamaica's music icons (some of whom are buried in Heroes Park) as well as a purpose-built stage to accommodate large concerts. The objective and expected result is enhanced access to and participation in cultural life as well as enjoyment of cultural goods for locals as well as foreign visitors.

Finally, critical to the designation, developing hubs of creativity and innovation, broadening opportunities for creators and professionals in the cultural sector and integrating culture and creativity into local development strategies and plans is the development of policies that govern the culture sector. As such a key priority is the development of an Entertainment Policy and completion of the review of the National Cultural Policy and corresponding legislation to govern the culture and entertainment sector.

*Two of the proposed initiatives should correspond to the creative field concerned and one of the initiatives presented should be of a cross-cutting nature and link with at least one of the other creative fields covered by the Network. The presentation of the proposed initiatives should notably include the objectives, the stakeholders involved in their execution, the beneficiaries and the expected results. Initiatives supported by the city involving the public and private sectors, civil society, professional associations and cultural institutions are encouraged.*

Kingston has had a strong interest in participating in the Days of Bread which will link gastronomy and music culture of the city.

*Presentation of a maximum of three initiatives, programmes or projects aimed at achieving the objectives of the Network on an international level, particularly those involving other member cities in the Network*

*The presentation of the proposed initiatives should notably include the objectives, the stakeholders involved in their implementation, the beneficiaries and the expected results. Initiatives supporting the extension of the Network in regions and countries that are still under-represented, as well as actions involving cities in developing countries, are encouraged. A cross-cutting initiative linking several of the creative fields covered by the Network may be presented.*

# Communication & Awareness Plan

## KINGSTON UNESCO Creative City of Music 2020-2024

### GOAL

To market Kingston as a Music City

**Bottom Right:** Minister of Culture, Gender Entertainment & Sport Hon. Olivia Grange, Mayor of Kingston and St Andrew His Worship Delroy Williams, Kingston Municipal Corporation CEO Mr. Robert Hill with members of the Creative City Music cluster at the opening ceremony of the Music Subnetwork meeting, February 2018

### OBJECTIVES

- Greater collaborations between the Ministry of Culture and the Ministry of Tourism to raise awareness within destination networks of Kingston's creative and music assets
- Increase use of the Kingston Creative City Logo by 60% within industry associations and raise awareness of the importance of the designation in growing the creative economy

- Raise awareness among live music venue owners of their relevance in the marketing of Kingston as a Creative Music City by 50% thus empowering venue owners to propel the economy through event experiences Increase by 50%, engagement of Jamaica's music practitioners as global influencers via facilitation and support for international exchanges
- Raise national awareness by 75% of the UNESCO designation & the role of

communities and citizens in maintaining the viability of the creative economy through music

- Increase partnership with music education institutions in creating diverse musical experiences in the city of Kingston through delivery of quality live music, bespoke musical experiences and via support of high school band programmes

### STRATEGY

An integrated approach will be utilized to implement the publicity efforts. There will be major reliance on virtual & physical industry engagements to include: Event Experiences through social platforms and traditional mechanisms accentuated by media interactions for mass promotion as well as meetings, seminars and conferences.

The implementation will focus on three major tenets: Identity, Advocacy and Promotion.

#### 1. Identity: Creating the "Kingston Music City" Brand Story

During this identity phase of creating the brand story, Objective 1 will be implemented. Use of the logo, inclusive of what the logo signifies through the images that have been included and how this expresses our unique music culture/heritage. In doing so, the provision of a marketable concept for promoting Kingston as a Music City to attract audiences and visitors to experience Kingston's unique music culture is accomplished. This phase will rely heavily on the mutuality between tourism and culture which inevitably filters into economic growth. In

order for this implementation to be successful, the importance of the players within the music industry will be clearly defined, reiterated and holistically included.

Communication resources would include the use of the logo and mention of the designation in promotion paraphernalia and mechanisms through the nation's marketing and promotion agency - the Jamaica Tourist Board (JTB). JTB ads rely heavily on Jamaican music to portray the vibe of destination Jamaica and the vibrancy of the capital city Kingston.

#### 2. Advocacy

This phase focuses on Objectives 2 and 4, and ensures that the local music fraternity participates and is a key driver in the creative eco-system while ensuring that they are integral to the decision making process on experiencing Kingston through music.

Engagements will include the continuation of the quarterly Business of Entertainment symposia that is international in scope and typically includes speakers from other cities of music. Engagements will also enjoy support from other established conferences and activities such as Imagine Kingston, the Jamaica Reggae Industry Association's Reggae University, Jamaica Music Conference, JulyOne International Reggae Day, and the annual Grounation Series during Reggae Month (February). Each engagement capitalizes on existing platforms of academic research and dialogue in order to formalize, structure and effectively plan for grow and development of the music industry.

In this next 4-year cycle, the programme will see a more formalized collaboration with the Edna Manley College of the Visual and Performing Arts, the Alpha Boys Institute, Creative Production and Training Centre and the School Band programme to ensure that emerging musicians and music managers are equipped with the relevant information, skills and training to benefit from the ever-evolving music culture. Focus will be on use of technology especially for low income and students in the band programme, specially curated seminars, internships and exchanges. This satisfies Objective 6.

#### 3. Promotion

The promotion phase will run concurrent with both the Identity and Advocacy phases. This phase focuses on accomplishing Objectives 3 and 5. An integrated media approach will be taken by utilizing media partnerships for maximum coverage of music initiatives, events and engagements. The use of youth focused programmes such as the School Band Programme and the Suncity School DJ Competitions will be supported through funding and marketing for best results.

Venue development and live music activations (whether pre-recorded for airing or physical events) will be done with the requisite branding (use of logo) and media coverage.

Also to be included is a robust digital "music city" campaign that will see the creation of a youtube page, Instagram and Facebook pages, a Kingston Music City App, greater messaging during Reggae Month and more cross marketing with linked sectors.





## EVALUATION

The use of progress evaluation and summative evaluation methods will be utilized. Chief among them will be:

- Industry buy-in and participation in the engagements
- Recognition and reaction to the “Identity” campaign by the Jamaican populace
- The number of attendees to conferences, seminars, focus groups and symposia
- Number of exchanges done between Kingston music practitioners and the creative city network
- Music and event tourism in Kingston and its centrality to other cultural activities within the city
- Effectiveness of the digital campaign through digital analytics –followers, likes, clicks, downloads
- Number of virtual and physical ‘Live’ Music engagements in the city.



# ANNEX

Please provide in the Annex, updated data and statistics on the contribution of local cultural industries to the sustainable development of the city (contribution to GDP, employment, cultural participation, public expenditure on culture, etc) and/or the impact of the designation at the local level and/or urban creativity indexes or indicators. Research in these areas is particularly encouraged for sharing and peer-learning within the Network.



### I. Total No of Music & Entertainment Licenses issued by the City of Kingston 2016-2018:

#### 19,768 Licenses Total

2016 – 7,040 licenses  
2017 – 6,648 licenses  
2018 – 6,080 licenses

### II. Total Revenue for Music & Entertainment Licenses for City of Kingston 2016-2018:

101.8 Million JMD

### III. Overall number of Music & Entertainment Permits for the island 2016-2018:

58,069 Permits Total

### IV. Revenue generated from all parishes for Music & Entertainment 2016-2018:

1.04 Billion JMD

### V. Estimated 6,000 – 12,000 persons employed in the Jamaica’s music and entertainment industry

2,500 - musicians  
1,700 - sound systems  
600 - studio performers.

### VI. Total visitor arrivals to Kingston since designation (2016-2018 figures):

#### 1,331,612 Arrivals Total

2016 – 429,934 arrivals  
2017 – 441,332 arrivals  
2018 – 460,346 arrivals

### VII. Total hotel rooms sold in the City of Kingston since designation (2016-2018 figures):

809,660 rooms